

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Applicants:	Cohagan et al.	Docket No.:	60655.7900
Serial No.:	10/708,568	Examiner:	Alvarez, Raquel
Filed:	March 11, 2004	Group Art Unit:	3688
Title:	POINT POOLING LOYALTY SYSTEM AND METHOD	Confirmation No.:	2567

AMENDMENT AND REPLY

Mail Stop AF
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the final Office Action dated February 19, 2010, of which this Reply is filed within two months, please amend the above-identified application as follows:

Amendments to the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.